

Sustaining Excellence: Inside a 22-Year Business Acumen Partnership

“Course is absolutely phenomenal.”

“Excellent presentation and energy! Training that doesn’t require caffeine to complete!”

“This class was awesome! It really opened my mind to how the business operates on a much larger scale and how my work can make an impact!”

About Acumen Learning

For more than 20 years, Acumen Learning has helped organizations build business acumen by teaching employees how businesses create value and how everyday decisions affect Cash, Profit, Assets, Growth, and People. Through customized learning experiences, Acumen Learning helps organizations develop commercially literate leaders who think beyond their functional roles and contribute more effectively to business performance.

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News Facts

- + **More than two decades of partnership:** Since 2004, Acumen Learning has partnered with a leading global semiconductor company to help employees better understand how business decisions drive financial and strategic performance.
- + **Global delivery:** Business acumen programs have been delivered across England, France, Germany, Italy, China, Japan, and India, creating a common business language across regions and functions.
- + **Building internal capability:** The organization developed certified internal trainers to extend business acumen learning throughout the company and reinforce a long-term commitment to commercial literacy.
- + **Serving multiple functions:** Programs have included company-wide open enrollment offerings as well as customized learning experiences for IT, HR, Legal, Engineering, and other functional teams.
- + **Connecting technical work to business results:** Participants learn how decisions influence Cash, Profit, Assets, Growth, and People, helping technical professionals better understand the financial and strategic impact of their work.
- + **Designed for a complex industry:** In a capital-intensive, innovation-driven business, stronger business acumen helps employees connect daily decisions with customer value, operational execution, and long-term business performance.
- + **Supporting business strategy:** By giving employees a common framework for understanding the business, organizations are better positioned to align decisions across functions and execute strategic priorities.
- + **Average NPS:** 80



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